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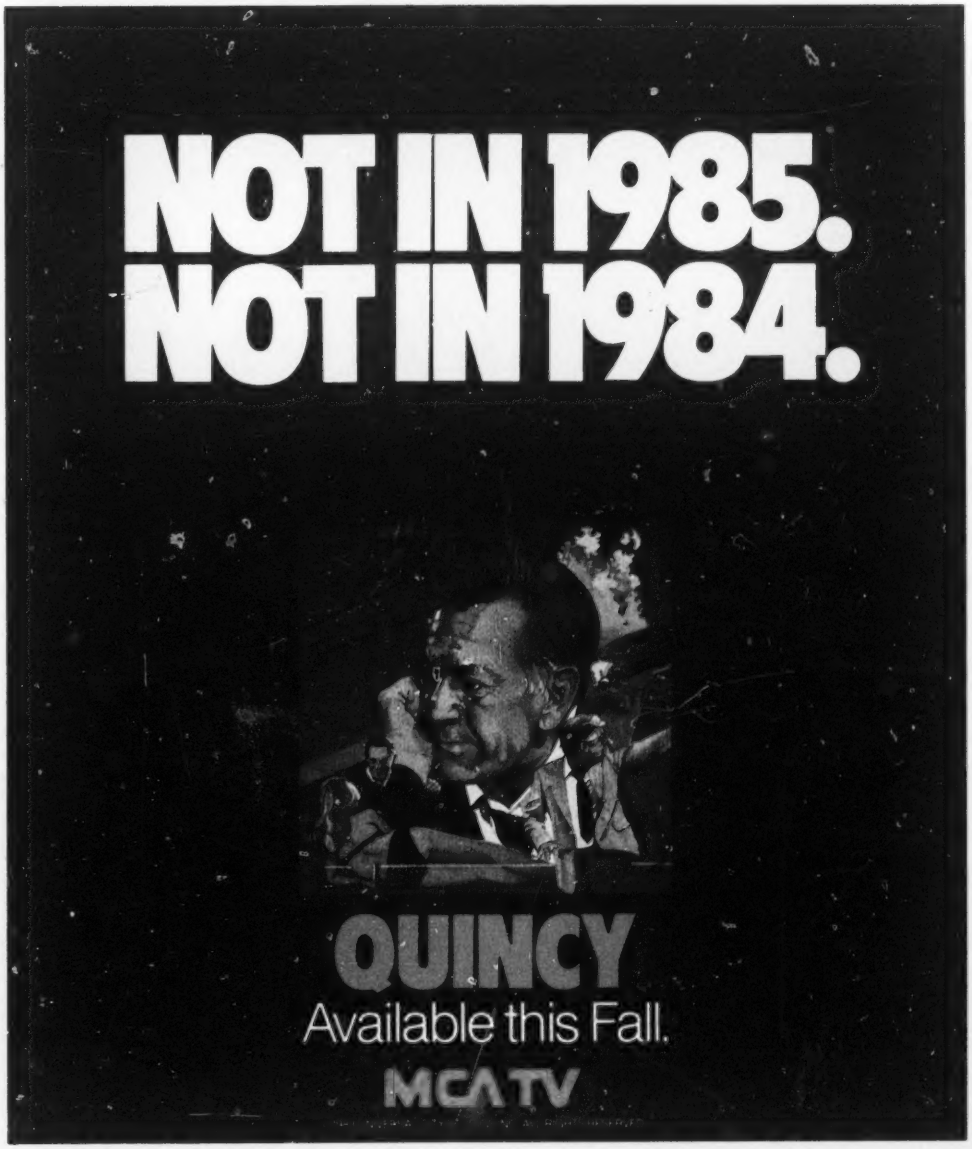
The Fifth Estate

Broadcasting/Mar 21



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NATPE '83

BEST AVAILABLE COPY

Vol. 104 No. 12

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Broadcasting Mar 21

NATPE opens its Las Vegas show □ Fight over FCC's financial interest rules is verbally enjoined

APPROACHING THE BENCH □ Both sides in financial interest rules case present oral arguments before FCC. **PAGE 55.**

LPTV BACKLOG □ FCC assures applicants that lottery mechanism will speed processing, although others remain skeptical. **PAGE 60.**

ON STAGE □ NATPE starts rolling in Vegas with financial interest rule ever present on attendees' minds. **PAGE 74.** Agenda of events begins on **PAGE 78.** Early fringe time is prime concern of program directors. **PAGE 84.** Listing of what's available in marketplace begins on **PAGE 88.**

DARK ASPIRATIONS □ Proposal to FCC by Daytime Broadcasters Association for more hours of operation criticized by other broadcasters. **PAGE 130.**

ON BOARD AT NTIA □ David Markey, a veteran of both sides of Washington, takes over today as head of National Telecommunications and Information Administration. **PAGE 132.**

HORNS STILL LOCKED □ Proposal to allow some UHF spectrum to be used by land mobile operators draws their applause, but loud boos from broadcasters. **PAGE 134.**

ORION'S BELT □ Application to provide private international satellite telecommunications system produces questions on how it fits into existing structures. **PAGE 138.**

FOUND IN SPACE □ Researchers believe they have located what apparently is Satcom III, the ill-fated satellite launched then lost in late 1979. **PAGE 150.**

BATTLE LINES DRAWN □ Much behind-scenes lobbying goes on as both sides in teletext standards issue prepare for FCC action. **PAGE 156.**

QUARTER DIP □ CBS executives tell analysts first-quarter earnings in 1983 will be lower than comparable '82 quarter. **PAGE 162.**

WHAT YOU WANT □ UPI announces customized news service for broadcasters allowing them to choose only stories each wants. **PAGE 168.**

THE WORD: PRODUCTIVITY □ NAB convention next month in Las Vegas will center its theme on increasing output efficiency. **PAGE 172.**

AD CHARTING □ Ted Bates releases study of advertising trends in past 10 years. **PAGE 174.**

LARSENOMICS □ As president of NATPE, Chuck Larsen is insuring that the mortar doesn't crumble between the bricks of the association. Among his basics: streamlining business procedures, retaining expertise of past NATPE movers and shakers. **PAGE 199.**

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It's Miller's time. Miller Lite was the most remembered television commercial in 1982, according to results released by Video Storyboards Tests Inc., a New York-based ad testing company. But that recognition did not come cheaply. Although for the second year Miller Lite beer scored the highest recall among adult TV viewers, according to the study, it was far down the list of cost efficient buys. Oscar Mayer took the honors in that category, spending one-fifth of the amount Miller spent in reaching the same audience. According to David Vadehra, president of VST, telephone surveys polled 22,000 adults last year to find out "the most outstanding TV commercial they had seen." The outcome of the survey resulted in VST's yearly top-25 list. VST took its survey one step further to determine the effectiveness of campaigns by comparing viewer recall with TV spending. Four-thousand adults (balanced to region and demographics) were asked to recall commercials they had viewed in the past seven days and whether they were regular users of the product the commercial endorsed. Beer drinkers, for example, were asked what beer commercials they remembered and if they were users of the product. The percentage of users was then divided by the product's TV budget to determine cost efficiency of producing the commercial, resulting in an "average weekly retained impression." Using this method, Miller's $44.4 million spent in its Lite beer campaign reached beer drinkers at a cost of $29.86 per "thousand retained impressions," while Oscar Mayer reached its audience at $6.37. Below are the Video Storyboard rankings for 1982, as compared to 1981 figures. Advertising agencies that created campaigns are also included. TV budgets were estimated by Broadcast Advertisers Reports. An asterisk denotes brands that did not appear in last year's rankings.

1982	1981	Commercial	1982 TV spending (millions)	1982 cost efficiency
1	1	Miller Lite (Backer & Spielvogel)	$44.4	$29.86
2	2	Coca-Cola (McCann-Erickson)	38.6	8.96
3	16	Federal Express (Ally & Gargano)	19.9	22.01
4	5	McDonald's (Leo Burnett)	59.9	11.50
5	3	Pepsi-Cola (BBDO)	42.0	10.35
6	*	Burger King (J. Walter Thompson)	35.4	9.08
7	*	Budweiser Light (Needham, Harper & Steers)	31.2	41.67
8	4	Dr Pepper (Young & Rubicam)	13.3	7.83
9	*	Atari Video Games (Doyle Dane Bernbach)	46.9	NA
10	6	Bell System (N W Ayer)	66.7	18.33
11	7	Polaroid (Doyle Dane Bernbach)	31.8	13.89
12	10	Oscar Mayer (J. Walter Thompson)	11.7	6.37
13	*	Shasta (Needham, Harper & Steers	5.3	11.33
14	*	Velveeta cheese slices (J. Walter Thompson)	13.8	NA
15	14	Tab (McCann-Erickson)	18.0	19.33
16	11	Life cereal (BBDO)	7.2	13.40
17	9	Seven-Up (N W Ayer)	24.5	10.00
18	8	French's mustard (J. Walter Thompson)	3.4	10.16
19	*	Toyota (Dancer Fitzgerald Sample	66.0	29.44
20	12	Quaker Kibbles'n Bits (J.Walter Thompson)	5.5	16.56
21	*	Levi's (Foote, Cone & Belding)	12.1	6.81
22	25	Kodak (J.Walter Thompson)	69.1	22.22
23	21	Ford (J.Walter Thompson)	107.7	32.56
24	*	MCI Communications (Ally & Gargano)	21.1	11.77
25	*	Wonder Bread (Ted Bates)	9.4	NA

and Dudley's coloring will run through April 1. Flights will vary in 88 markets and target total children and women, 18-34. Agency: A. Eicoff & Co., Chicago.

Southland Corp. □ 7-11/March of Dimes campaign begins in late March in 49 markets. Flight will run 10 days in early fringe, fringe and late fringe times. Target: adults, 18-34. Agency: Young & Rubicam, New York.

California Milk Advisory Board □ Campaign for yogurt begins in May in 10 California markets. Flight will run one week in all dayparts. Target: adults, 25-54. Agency: Foote Cone & Belding, Los Angeles.

Pittsburgh Paints □ Campaign for various paints begins in early April in about 65 markets. Flight will run one week in all dayparts. Target: adults, 25-54. Agency: Ketchum Communications, Pittsburgh.

Union Carbide Corp. □ Campaign for Glad Fun Time sandwich bags begins in April in over 50 markets. Flight will air in early fringe and fringe times. Target: total children. Agency: Leo Burnett Co., Chicago.

Tastykake Inc. □ Campaign for various products (cupcakes, krimpets, jrs., kandy kakes, cookies, pretzels and family packs) begins April 11 in 10 to 13 markets. Spots will run in varying flights in all dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

RADIO ONLY

Rohm and Haas Co. □ Campaign for Blazer soy bean herbicide begins in late March in over 500 markets. Spots will be flighted through June and target adults, 35-plus. Agency: Al Paul Lefton Co., Philadelphia.

Ed Phillips & Sons □ Campaign for Marquis de Lyon champagne begins in April in Wisconsin, Minnesota, Colorado, Nebraska and North and South Dakota. Flight will run through May in all dayparts. Target: adults, 18-34-plus. Agency: LaBelle & Shallbetter Inc., Minneapolis.

Air France □ Passenger service campaign begins in late March in New York, Chicago, Houston and Los Angeles. Four-week flight will target adults, 25-54. Agency: Kenyon & Eckhardt, New York.

Almay Inc. □ Campaign for cosmetic products begins this week in three markets. Four-week flight will air in morning, evening and weekend drive. Target: women, 18-54. Agency: Geer, DuBois, New York.

Callard & Bowser Inc. □ Campaign for candy begins in April in Boston and New York. Spots will run in all dayparts and target adults, 25-49. Agency: Lord, Geller, Federico, Einstein, New York.

RADIO AND TV

Ziebart Rustproofing Co. □ Campaign for spring rustproofing begins this week in Baltimore and will add 15 to 20 markets in April. Spots will run through mid-May in all dayparts. Target: adults, 25-54. Agency: Simons, Michelson Zieve, Troy, Mich.

radio-tv BINGO
Complete Ready to Air Package
$595 radio $1250 tv
• OLDEST PROMOTION IN THE INDUSTRY Over 26 years . . . 1,000 plus stations.
• GETS DOUBLE RATE CARD RATE . . . A complete promotional package providing sponsors the "extras" that command extra dollars.
• TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
• CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
• INCREASE RATINGS . . . A proven leader in all markets.
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'Thorn Birds' sellout

Advertisers banking on ratings bonanza for ABC-TV mini-series

Although reports were circulating that ABC was encountering some difficulty in selling out all spots for its 10-hour mini-series, *The Thorn Birds*, the network said last week it is "completely sold out" for *Birds* which runs in prime time from March 27 to March 30.

That was the word from Warren Boorom, vice president and general manager, sales, ABC-TV. He said the sellout was achieved by selling at the rate of $150,000 per 30-second announcement. Computing at the rate of seven minutes per hour in prime time, the total take is in the neighborhood of $21 million. Estimated cost of producing *Thorn Birds* has been reported at $20 million.

CBS and NBC have made no strong counterprograming moves on the apparent theory that *Birds* is destined to roll up blockbuster ratings. Those two networks have made minor revisions in their schedules to entice the younger audience, reasoning that *Thorn Birds* is likely to score strongly with adult audiences over 25 years old.

Advertisers were said to be skittish about sponsoring the series because one segment of the story deals with a Catholic priest who succumbs to adultery (BROADCASTING, Feb. 21). Unlike *Winds of War*, another ABC grand-scale mini-series which garnered program sponsors, *Birds* was sold on a scatter basis.

The program's potential to reach a large audience was underscored by Rick Busciglio, senior vice president and director of broadcast, McCann-Erickson, who said he expected *Thorn Birds* to attain a share of at least 40. He based his estimate on the tremendous popularity of the novel on which the TV mini-series is based, and on the high-powered promotion and advertising campaign ABC has waged. *Thorn Birds* will run from 8 p.m. to 11 p.m. on Sunday, March 27, and Wednesday, March 30, and from 9 p.m. to 11 p.m. on Monday and Tuesday, March 28-29.

On Sunday night (March 27) 8 p.m. to 11 p.m., CBS is coasting with its regular programing, including *Archie Bunker's Place*, *Gloria*, *The Jeffersons*, *Newhart* and *Trapper John*. NBC is scheduling a three-hour movie, a theatrical remake of "King Kong."

Ward and Chamberlain in *Thorn Birds*

CBS is sticking with regular programing again from 9 p.m. to 11 p.m. on Monday, March 28. The schedule opens with *Alice* and continues with *One Day at a Time* and *Cagney & Lacey*. NBC is replacing its series with a movie, *Prom Night*.

On Tuesday, CBS normally schedules a movie at 9-11 p.m. and is following that format with the showing of a repeat film, "High Anxiety." NBC is slotting a two-hour special, *The A Team*, from 8 p.m. to 10 p.m. and *Remington Steele* from 10 p.m. to 11 p.m.

On windup day, Wednesday, March 30, CBS is offering repeat specials of *Bugs Bunny Is Busting Out All Over* and *A Fat Albert Easter Special* at 8-9 p.m. and a repeat movie, *Scavenger*, 9-11 p.m. NBC will be showing *Real People* from 8 p.m. to 9 p.m.; *Facts of Life* from 9 p.m. to 9:30 p.m.; *Taxi* from 9:30 p.m. to 10 p.m. and, in a new time period, *Quincy* from 10 p.m. to 11 p.m. □

Ratings Roundup

With the *Winds of War* and *M*A*S*H* extravaganzas out of the way, and the Rev. Billy Graham very much around, the TV networks' prime time Nielsen ratings for the week ended March 13 sagged to one of their seasonal lows, bottoming at a combined average 48.5 rating and 76 share. Until then, they had averaged 51.5/80.

CBS-TV won the week for the 17th time this season, scoring a 17.6/28. ABC-TV, which has won four weeks, came in second again at 16.1/25. NBC-TV, which has had three weekly wins, was third with 14.8/23.

All three networks felt the effects of what researchers said was a strong dose—four hours—of Billy Graham Crusade on an ad hoc network of affiliates and independents. CBS was down almost a rating point from its season-to-date average, ABC was down 1.4 points and NBC was down seven-tenths of a point.

The week's schedule contained nothing to generate the excitement and ratings produced in recent weeks. The only first-run special, *The Hank Williams Jr. Story*, on NBC on Monday night at 9-11 NYT, took its time period with an 18.6/29.

Each network had a premiere, and all three could wish for better samplings. CBS's *Small and Frye* managed a 13.1/19 on Monday at 8:30-9 p.m., dropping four share points from its lead-in, *Square Pegs*, and, with *Square Pegs* losing the hour to both ABC's *That's Incredible* (19.9/30) and NBC's *Little House: A New Beginning* (15.5/23). *Monitor*, NBC's latest news magazine, came in with an 8.8/15 on Saturday at 10-11 p.m., behind both ABC's *Fantasy Island* (16.7/29) and "Jane Doe," the CBS *Saturday Night Movie* (14.3/24). *Search*, the start of a limited series on ABC Sunday at 7-8 p.m., had an 8.0/13 to become the lowest rated show of the week. *Search* was overwhelmed by CBS's *60 Minutes*, the week's second highest-rated show (27.1/44), which at the same time inflicted almost as much damage on ABC's *Voyagers* (9.6/16).

The First 20

1.	*Dallas*	CBS 27.7/42
2.	*60 Minutes*	CBS 27.1/44
3.	*Dynasty*	CBS 25.2/43
4.	*Falcon Crest*	ABC 23.7/39
5.	*Magnum, P.I.*	CBS 23.6/36
6.	*Jeffersons*	CBS 22.7/34
7.	*Newhart*	CBS 22.6/34
8.	*Fall Guy*	ABC 22.2/33
9.	*Simon & Simon*	CBS 21.5/32
10.	*Archie Bunker's Place*	CBS 21.3/32
11.	*Knot's Landing*	CBS 20.6/34
12.	*Love Boat*	ABC 20.3/33
13.	*Hart to Hart*	ABC 20.2/34
14.	*That's Incredible*	ABC 19.9/30
15.	*Dukes of Hazzard*	CBS 19.7/31
16.	*Gloria*	CBS 19.6/29
17.	*Three's Company*	ABC 19.5/28
18.	*Trapper John, M.D.*	CBS 19.3/32
19.	*NBC Sunday Night Movie—Nightkill*	NBC 18.6/29
20.	*Hank Williams Jr. Story*	ABC 18.6/29

The Final Five

62.	*Powers of Matthew Star*	NBC 9.5/15
63.	*Renegades*	ABC 9.2/14
64.	*Monitor*	NBC 8.8/15
65.	*Gold Monkey*	ABC 8.7/14
66.	*Search*	ABC 8.0/13

USFL off to strong start

Ratings are good and attendance more than respectable as new spring league makes its debut

Only time will tell whether the national ratings for television and cable coverage of the USFL's debut were aberrant. Suffice it to say that league and network officials were pleased with the opening-day numbers—ABC scored a 14.2 rating and a 33 share nationally for its telecast of the Sunday afternoon (March 6, 3-6:15 p.m.) season opener between the L.A. Express and the New Jersey Generals at Los Angeles, while ESPN's national cablecast of the Michigan Panthers-Birmingham Stallions contest Monday, March 7, captured a 5.0 rating within that network's subscriber universe of 25 million.

By comparison, CBS scored a 3.7/19 for

Bates study tracks rising media costs

Advertising costs in 1982 outpaced consumer price index; same expected in '83

Ted Bates Advertising, New York, has some sobering news for inflation fighters: Media costs, which had abated in 1981, galloped ahead of the Consumer Price Index in 1982—and the cost per thousand (C-P-M) is expected to outrun the CPI again in 1983.

Bates's annual analysis shows that in 1980 and 1981 advertising costs, particularly in television and radio, grew at a rate generally below the CPI increases. But in 1982 the trend reversed itself.

While the CPI in 1982 rose by 6%, daytime network TV C-P-M's climbed by 9%; evening network TV by 24%; spot TV by 9%; network radio by 7%, and spot radio by 6%. In the print media, C-P-M's for magazines increased by 8%, supplements by 12%, newspapers by 10% and outdoor by 10%.

The Bates analysis, prepared by the media information and analysis division of its media-programing department, tracks trends in unit costs, audience, national expenditures and C-P-M's for nine media segments. The new report provides data from 1975 through 1983.

For 1983, Bates compares the estimated 6% increase in the CPI with the nine media and concludes the C-P-M's will be higher on average. Bates projects for TV "more moderate gains than in 1982," but still higher, with 8% for daytime, 10% for evening network and 8% for spot. The agency predicts that the radio C-P-M increase will accelerate slightly—10% for network and 7% for spot.

In the print sector for 1983, Bates estimates that the C-P-M gain will be 6% for outdoor, supplements and magazines and 10% for newspapers.

Appraising the overall jump in media costs, Bates comments: "How long media C-P-M increases can continue at such a high rate is a key question, especially when the rate of inflation appears to be moving at a 'moderate' pace. The answer to that question appears to be quite elusive, and to quote an overused cliche, 'Only time will tell.' "

The report says that between 1975 and 1982 unit costs increased in daytime network television by 125%; in evening network, 141%; spot TV, 91%; magazines, 75%; newspapers, 95%; supplements, 93%; spot radio, 134%; network radio, 123%, and outdoor, 120%.

During the same seven-year span, according to Bates, audiences for daytime network TV declined by 6%; evening network TV fell by 6%, while spot TV rose by 8% spot radio by 42%, and network radio increased by 34%. Magazines dipped by 1% while other print media grew—newspapers by 2%, supplements by 5% and outdoor by 14%.

In exploring cost-per-thousand trends from 1975 through 1982, Bates points out that daytime network TV C-P-M's swelled by 135%, evening network TV by 151%, spot TV by 76%, spot radio by 64%, network radio by 66%, magazines by 77%, newspapers by 91%, supplements by 83% and outdoor by 91%. □

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	102	110	103	112	110	106	105
1977	161	136	131	111	119	122	122	119	115	112
1978	174	149	131	122	129	124	129	129	127	122
1979	182	167	143	131	139	134	135	135	142	135
1980	203	190	154	147	153	147	145	144	157	153
1981	218	203	162	164	173	163	155	155	173	169
1982	238	251	176	177	191	183	164	166	191	179
1983 (est.)	258	276	190	189	210	193	176	182	202	189

Unit Cost Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor
1975	100	100	100	100	100	100	100	100	100
1976	117	109	127	103	110	103	118	105	108
1977	146	138	134	111	121	119	133	120	119
1978	162	155	137	121	132	128	147	131	133
1979	177	174	157	131	143	139	163	140	147
1980	200	204	175	146	157	153	184	160	164
1981	206	208	184	162	175	171	208	189	182
1982	225	241	191	175	195	193	234	223	220
1983 (est.)	243	252	204	187	214	204	263	256	238

Audience Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor
1975	100	100	100	100	100	100	100	100	100
1976	93	100	102	101	101	100	105	96	101
1977	91	101	102	101	101	97	109	100	102
1978	93	104	105	100	102	103	114	102	103
1979	97	104	110	100	103	103	120	102	103
1980	99	107	114	100	103	104	127	111	104
1981	95	103	114	99	101	105	134	122	105
1982	94	96	108	99	102	105	142	134	114
1983 (est.)	94	92	107	99	102	105	149	141	116

National Expenditure Trends

	Day Net TV	Spot TV	Magazines	Newspapers	Net Radio	Outdoor
1975	100	100	100	100	100	100
1976	124	133	122	123	120	115
1977	150	136	148	137	132	132
1978	172	161	177	146	148	140
1979	199	177	200	171	160	161
1980	222	201	215	193	185	165
1981	242	230	241	224	215	190
1982	270	260	260	252	235	211

Tables report trends in index form, with 1975, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements and 100 showing for outdoor through 1981; 1982-83 based on increases in 50 showing. Audience levels and CPM's are based on women 18+ for day network, total persons 2+ for evening network; TV households for spot TV, persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. Figures for 1983 are Ted Bates's estimates. CPI is based on increases in yearly average rather than December to December.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Jr.; Robert E. Lee Jr.; M. Scott Edwards; Stanley E. Dixon; Joseph E. Dixon; James M. Eason, and Terrence N. Evans (10% each). Samuel Cooper is general manager of WWDR-AM-FM. Filed March 2.

■ WLAR(AM) Athens, Tenn. (1450 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Athens Broadcasting Corp. to James C. Sliger for $200,000. Principals: Seller is principally owned by Steve H. Snowden, president. It has sold, subject to FCC approval, WUCR(AM) Sparta, Tenn. (BROADCASTING, March 7), and WMCC(FM) Etowah, Tenn., and is applicant for new FM at Clarksville, Va. Buyer owns WJSQ(FM) Athens, Tenn. Filed March 1.

■ WMCC(FM) Etowah, Tenn. (103.1 mhz, 3 kw, HAAT: 14 ft.)—Seeks assignment of license from Athens Broadcasting Corp. to Ketron Broadcasting Inc. for approximately $150,000. Seller is principally owned by Steve H. Snowden, president. He bought station from Ketron last year and is now transferring WMCC back to Ketron in lieu of debt. He has also sold, subject to FCC approval, WLAR(AM) Athens, Tenn. (see above), WUCR(AM) Sparta, Tenn. (BROADCASTING, March 7) and is applicant for new FM at Clarksville, Va. Buyer is owned by Charles R. Ketron, president, who also owns WCPH(AM) Etowah. Filed Feb. 17.

■ KCIK(TV) El Paso (ch. 14, 380 kw vis., 36.3 kw aur., HAAT: 1,980 ft.)—Seeks transfer of control of The Cristo Rey Corp. from Missionary Radio Evangelism (80% before; none after) to Santa Fe Communications Inc. (none before: 80% after). Consideration: $600,000 and assumption of $2 milion in liabilities. This completes transfer of station begun last year with sale of 20% of station to Santa Fe affiliate, De Rance Inc. (BROADCASTING, June 14, 1982). Seller: Nonprofit corporation headed by E. Alex Blomerth, president. It has no other broadcast interests. Buyer: Nonprofit corporation, controlled by Harry G. John, who also has interest in KBSA-TV Guasti, Calif. and KCFM(FM) Florissant, Mo. Filed Feb. 28.

1983
CLOSINGS

KMHT (AM/FM)
Marshall, Texas
$1,100,000

KJIM
Ft. Worth, Texas
$490,000

KTER
Terrell, Texas
$270,000

George MOORE AND ASSOCIATES
MEDIA BROKERS AND APPRAISERS
6116 N. CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214/361-8970

Actions

KTNM(AM)-KQAY(FM) Tucumcari, N.M. (1400 khz, 1 kw-D, 500 w-N; FM: 92.7 mhz; 3 kw; HAAT: 64 ft.)—Granted assignment of license from Rodmar Inc. to Sagebrush Communications Inc. for $810,000. Seller is Robert B. Roddy and Wayne E. Marcy (50% each). Marcy owns KKBK(AM) Aztec, N.M. Buyers are Johnnie S. Cain, Linda L. Haldane (34% each), Vanita L. Menapace (20%) and Scott W. Roddy (12%). Cain and Haldane are principals in KDHN(AM) Dimmit, Tex. Menapace and Roddy are employed at KTNM-KQAY, but hold no ownership interests. (BAL,H-821217EQ,ER). Action March 1.

■ WAIM-TV Anderson, S.C. (ch. 40, 135-kw vis., 26.9 kw aur.; HAAT: 380 ft.)—Granted assignment of license from New South Television Corp. to Mark III Broadcasting Inc. for $200,000. Sellers: Frank L. Outlaw (75%) and Robert B. Nations (25%), who also own co-located WAIM-AM-FM. WAIM-TV has been dark since May 1979, when equipment failures knocked station off air. Buyer: Anthony C. Kupris, president (83%), and family. Kupis owns WMBB(TV) Panama City and is permittee of new LPTV at Tallahassee, Fla. He also is limited partner for new TV at Little Rock, Ark. (BALCT-821022EB). Action Dec. 28, 1982.

Facilities changes

AM applications

Tendered

■ WWMG (1380 khz) New Bern, N.C.—Seeks petition for reconsideration: CP to change city of license to Trent Woods, N.C., change hours of operation to unlimited by adding night service with 5 kw; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 10.

■ WDNY (1600 khz) Dansville, N.Y.—Seeks CP to increase day power to 1 kw. Ann. March 7.

■ WCOR (900 khz) Lebanon, Tenn.—Seeks CP to increase power to 5 kw and install DA-D. Ann. March 7.

Accepted

■ KXXX (790 khz) Colby, Kan.—Seeks CP to make changes in ant. sys. Ann. March 11.

■ WELL (1260 khz) Albion, Mich.—Seeks modification of license to change SL and to operate main DA-N trans. by RC from proposed SL. Ann. March 7.

■ WCPQ (1330 khz) Havelock, N.C.—Seeks CP to increase ant. height. Ann. March 7.

In contest

FCC actions

FCC ALJ John H. Conlin granted applications of Gilmore Broadcasting Corp. for renewal of KODE-TV Joplin, Mo., and Mid-Continent Telecasting Inc. for renewal of KOAM-TV Pittsburg, Kan. Decision determined that stations did not engage in anticompetitve practices by combining or conspiring to arrange their commercial advertising rates, as previously alleged. ALJ did find that KODE-TV did, however, charge political candidates higher rates than station's lowest unit charge for same class and amount of time, but judge concluded overcharges were unintentional and that station had promptly rectified errors once they were discovered.

Other

Thomas C. Spavin, former senior economist with Department of Justice, Antitrust Division, has been named Deputy Chief of FCC's Office of Plans and Policy.

Call letters

Applications

Call	Sought by
	New FM's
KRIJ	JIBO Broadcasting Corp., Paradise, Calif.
KPSN	Millard Quick Jr., Payson, Arizona
	Existing AM
WTZX	WUCR Sparta, Tenn.
	Existing FM
*KCDS	KPRN Angwin, Calif.
	Existing TV's
KDVR	KTMX-TV Denver
WPMT	WSBA-TV York, Pa.
WDLI	WJAN Canton, Ohio
KPDX	KLRK Vancouver, Wash.

Grants

Call	Assigned to
	New FM's
WJAM-FM	Marion Communications Inc., Marion, Ala.
KCRP	Carole R. Prenter, Rosamond, Calif.
WLVO	Mary Ellen Burns, Mt. Zion, Ill.
*WMAB-FM	Mississippi Authority for Educational Television, Mississippi State, Miss.
KFLN-FM	Empire Broadcasting Corp., Baker, Mont.
KKRB	Wynne Broadcasting Co., Klamath Falls, Ore.
WLDY-FM	Flambeau Broadcasting Co., Ladysmith, Wis.
	Existing AM's
KPRD	KWTC Barstow, Calif.
KHYV	KBEE Modesto, Calif.
KSES	KYUC Yucca Valley, Calif.
	Existing FM's
KCAQ	KACY-FM Oxnard, Calif.
KBYQ	KNTL Sweet Home, Ore.
WVOZ-FM	WOLA-FM Carolina, P.R.